

Convictable Commitment

The Key to Achieving Your Goals

*If you were accused of being committed to your goals
would there be sufficient evidence to convict you?*

Setting goals is touted by many of the world's great sales gurus as the key to success in sales and in life itself. IT ISN'T. Every day hundreds—perhaps thousands—of sales people set goals. They write them down and set dates for their achievement, but often fail to attain them. Each year millions—perhaps billions—of people set goals designed to change their lives for the better. On January 1, year after year, individuals make New Year's resolutions that most forget by month's end.

Committing to your goals, not setting them, is the secret to success. The degree to which you are committed to your goals is directly proportional to the level of success you will have in achieving them. If you have written your goals down but can't remember what they are or where you put the paper they were written on, there is virtually no chance you will accomplish them. If, on the other hand, you have written them down, set dates for their accomplishment, review them daily, share them with others, have a plan for achieving them, work the plan, and believe they are achievable, you just might have convictable commitment, and your likelihood of attaining your goals is many times greater.

By now you are probably thinking, "What is a convictable commitment?" Fair enough; let's define it. The dictionary defines commitment as "a strong dedication." To be convicted means, "to be proven guilty in a court of law." For a conviction to take place there needs to be sufficient evidence, witnesses, and proof of actions taken to demonstrate beyond doubt that the accusation made is truthful. A convictable commitment, then, is a strong dedication that can be proven through the use of evidence, witnesses, and demonstrated actions. The best example I have of the miraculous, unstoppable power of this level of commitment was provided to me by Armand and Florence, a couple I had the honor of knowing as I grew up.

In August of 1957 Armand and Florence were celebrating on a beach in Bridgeport, Connecticut. They were clapping, cheering, and jumping up and down while taking pictures of their son, who had just taken his very first steps. If you are a parent, grandparent, aunt, uncle, or friend of a parent whose child has just begun walking, you know how excited they were. Three days later they were standing in a hospital corridor, looking through a plate glass window into a critical care unit. Their fifteen-month-old child was lying motionless on a bed next to an iron lung.

A doctor came into the corridor to explain their son's condition. "Your child has contracted polio. He has lost all motor functions. It's likely that he will soon be unable to breathe on his own. We may need the iron lung. Your son will never move. He will never have the strength to raise his head off his pillow. I recommend that you commit him to a permanent care facility."

As Florence began to cry and tremble with emotion, Armand put his arms around his wife and made a convictable commitment. "We will bring our son home. He will have a family and a life with human dignity."

Then this couple took the actions that could convict them of their commitment. Armand took on a second full-time job to support his family and meet the rapidly mounting medical bills. Florence reported to the hospital each and every day, seven days a week, learning to provide the massages and physical therapy necessary to keep her son alive. Armand and Florence maintained these activities for days, then weeks, then months, despite the lack of change in their son's condition.

Finally, on a cold, wet, typical New England winter day, Florence entered her son's hospital room. As she stretched out her hand to begin a massage, he lifted his shoulder from the bed for the first time. This was the first reward Armand and Florence received for maintaining their commitment. With the belief that continued effort would result in additional gain, they maintained this level of commitment for twelve more years. Armand worked two jobs, and Florence provided four to six hours per day of physical therapy. They went on to fight the battles with schools and service agencies necessary to insure their son's full participation in life. Today he lives in his own home with his wife and two daughters. He travels independently with the aid of crutches and a wheelchair, and he enjoys a life with human dignity.

That's a convictable commitment...evidenced in writing by reams of letters and medical forms; witnessed by the doctors, nurses, relatives, and friends who aided in their son's recovery; and demonstrated by the actions that transformed a stricken boy from human vegetable to human being. It is a convictable commitment I witnessed personally. Armand and Florence are my parents, and I am the child who doctors believed would "never have the strength to raise his head off his pillow."

How does your commitment level measure up?

0-----1-----2-----3-----4-----5-----6-----7-----8-----9-----10
Innocent Convictable

What are your goals? Are they written down? Is there a piece of paper, a floppy disk, or a hard drive that could be submitted into court as evidence of your goals? Have you shared your goals with your family, friends, and associates? Are there witnesses who could be called to the stand to testify that you have stated your goals and your plans to achieve them? If your actions were observed for an entire day, would they demonstrate beyond a shadow of a doubt that you are working towards your goals? If you were accused of being committed to your goals, would there be sufficient evidence to convict you?

Andre L. Beaudoin is a professional speaker, trainer, and coach who inspires and teaches organizations and individuals to exceed expectations. If you would like the members of your organization to be "Convictably Committed" contact Andre at Andre Inspires, 38 Country Lane, Meriden, CT 06451, call 800-205-6958, email Andre@AndreInspires.com or visit www.AndreInspires.com on the web.